



# ENVIRONMENTAL AND SOCIAL VALUE REPORT

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**2026**



# MORE THAN JUST BALLOONS

**Dear Reader,**

I am proud to share that Gemar has officially obtained **B Corp certification**, joining a global community of companies committed to balancing economic growth with a positive impact on people, communities, and the environment.

For us, this certification marks both a significant milestone and a new beginning. It acknowledges the journey we've built over time and affirms a business vision we wholeheartedly believe in creating value through quality, responsibility, and respect for both people and the planet.

B Lab's rigorous assessment highlights our commitment to governance, employee well-being, community engagement, environmental protection,





and customer value. In particular, I am especially proud of the progress we've made in the Environment area—thanks to our use of natural latex and low-impact production processes—and in the Workers area, where safety, training, inclusiveness, and continuous skill development remain at the core of our company culture.

**Responsibility** has always been at the heart of Gemar's production philosophy. All our balloons are made from natural rubber, a renewable resource, and we have developed a dedicated range of 100% **FSC®-certified balloons**, supporting responsible forest management and environmental sustainability. These are not just trends for us; they are long-term commitments that naturally align with B Corp's values.

Achieving B Corp certification is not the end of our journey; it is a call to action to drive continuous improvement. It challenges us to reflect on what we do and how we do it, with a mission to always do better, reduce our impact, and uphold our accountability as a B Corp. We are committed to investing in a sustainable, transparent, and long-term growth model, reinforcing our role as a **Made in Italy** company that innovates responsibly and generates positive value for all stakeholders.

This achievement wouldn't have been possible without the dedication and hard work of our incredible team. I deeply appreciate everyone at



without the dedication and hard work of our incredible team. I deeply appreciate everyone at Gemar—from leadership to every employee—for their passion, expertise, and collaborative spirit in bringing this vision to life. At Gemar, we don't just make balloons; we make moments.

As a family business, we take pride in reinforcing our position as a responsible and innovative company, committed to tradition while creating positive value for all our stakeholders. **We make more than just balloons; we make moments.**



# A PROUD HERITAGE

*INSPIRE AND BRING HAPPINESS  
WITH A BALLOON*

Tucked away in the rolling hills of central Italy, you'll find **Casalvieri**, a charming town that has been home to the **Rocca** family for over four generations and the birthplace of Italian balloon innovation for just as long.

At **Gemar**, we are more than just a company, we are a family business with a mission to inspire and bring joy to every occasion. We continue to lead the way in balloon development, offering innovative solutions that inspire those who use our products to add a touch of magic to every celebration.

Dedicated to tradition, innovation, and creativity, we are also committed to ensuring that our products are as sustainable as possible throughout their lifecycle. Today, we produce millions of balloons daily in more than 100 different shapes, sizes, and colours—all crafted in Italy with passion and pride. **We make more than just balloons; we make moments.**

# HOW WE DO WHAT WE DO

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## **RESPONSIBLY**

Gemar is built on strong ethical values passed down through generations of the Rocca family. Our commitment to social responsibility is at the heart of everything we do. We are dedicated to balancing economic growth with a positive impact on people, communities, and the environment.

## **TRADITION**

A passion for balloons has been passed down through the Rocca family for generations. Supported by a dedicated team, we continue to build on this legacy, ensuring that the art of balloon making thrives for future generations.

## **THINKING AHEAD**

Innovation lies at the core of our business. Whether it's through product development or business practices, we constantly strive to push the boundaries and set new standards in the balloon industry.

## **CREATING**

We believe in the power of balloon art to bring joy to the world. We are committed to inspiring and supporting balloon artists at every level—from novices to seasoned professionals—helping them bring their creative visions to life.

## **EXPERTLY AND PROFESSIONALLY**

When you choose Gemar, you can trust that our products meet the highest standards of quality. Designed and expertly crafted in Italy with passion, pride, and a commitment to fair working conditions, we never compromise on ethics.



# A PROUD HERITAGE

*A STORY OF ITALIAN PASSION,  
PRIDE AND FAMILY*

In 1888 a four-year-old named Angelo Rocca emigrated to France, with his family, to help his balloon artisan brother-in-law. The experience sparked a passion for balloons in the young boy, and it is still burning bright four generations later.

Angelo's rise was astounding, at the age of 15 he was managing a balloon workshop and at 18 he returned home and became founder of the first latex balloon manufacturing company in Italy, eventually expanding to sell handmade balloons around the world.



**Gemar**  
Lifting the Moment



While each balloon had to be carefully produced, growth was always limited. Until one of Angelo's sons, Genesio, transformed production when he bought the first automatic dipping line to manufacture latex balloons.

Sadly, Genesio passed away in a tragic car accident in 1977 but his oldest son, named Angelo after his grandfather, took the reins. In 1990 Angelo officially founded GEMAR and still leads the company today, along with his son Genesio.

The combination of skills, expertise, heritage and technology that has been passed down through four generations has led Gemar to become a global leader in the industry and Europe's largest manufacturer of natural rubber latex balloons.



# OUR B CORP SCORE

**89.4**

**Impact Score**

**80**

**Qualification  
for B Corp  
certification**

**50.9**

**Median Score  
for Ordinary  
Businesses**

## OUR NUMBERS

<b>Governance</b>	<b>17.0</b>
<b>Workers</b>	<b>19.0</b>
<b>Community</b>	<b>22.1</b>
<b>Environment</b>	<b>27.2</b>
<b>Customers</b>	<b>3.9</b>



# OUR COMMITMENT

Gemar is committed to the UN GLOBAL COMPACT corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption and supports the Sustainable Developments Goals.







# Natural Products

## *Caoutchouc balloons*

All our balloons are made from “**caoutchouc**”, a natural and renewable material. Natural Latex is combined with pigments to give a beautifully colourful product. We are very proud of the fact that we have always used caoutchouc natural rubber to manufacture Gemar balloons which is **100% bio-based**.

Caoutchouc, a milky sap harvested from the Hevea Brasiliensis rubber tree in the same way that maple syrup is tapped from maple trees, is a natural and renewable material preserved throughout the manufacturing process. Our balloons are made with caoutchouc which is a natural rubber latex spilled from the Hevea Brasiliensis trees (the rubber tree). Hevea Brasiliensis is considered a broad leaf tree and is one of the most effective tree species to act as a carbon sink.

**In 2024, we have achieved a percentage of 94,7 % of renewable materials used in the manufacturing process.**





# Go Green

Lifting the Moment,  
Loving our Planet



**Gemar**  
Lifting the Moment



## 100% FSC®-certified

*Zero deforestation*

We are proud to announce the new range of **100% FSC®-certified Gemar balloons** (FSC™ C155424). The materials used in this range come entirely from FSC®-certified forests. FSC™ labelling tells customers that the materials used originate from sustainable and legal sources, that **zero deforestation** has occurred and biodiversity is maintained.

**Renewable and Recyclable** All of our packaging is **reusable** or **recyclable** and/or FSC®-certified.

**Gemar**  
Lifting the Moment







## Clean Energy

*No carbon emissions*

We are committed to increase the use of renewable energy in our manufacturing process. In 2023 we have installed in our factory solar panels that provide clean energy, creates no carbon emissions and avoids the environmental damage associated with fossil fuels.





## Don't Let Go

*Don't support balloon releases*

Everything that goes up must eventually come down, even though our balloons are bio-based, litter is still unsightly and poses a very real danger to wildlife, that's why we don't support balloon releases, instead we encourage our customers to use balloon weights and enjoy their balloons safely.







# Gemar Family

*Skilled and dedicated individuals*

Behind our success are a team of highly skilled and dedicated individuals – who are our greatest asset. It is important to us that everyone is treated well. In fact the core values of integrity, transparency, responsibility and loyalty underpin everything we do, and that includes our business relationships. For those working on site in Casalvieri, this means that all are able to work full time in fair and safe conditions.







## Safety is Paramount

*Highest standard of quality products*

When choosing Gemar, our customers can be sure that our products are designed to meet the highest standard of quality and expertly made in Italy with pride and passion. All processes, from design to manufacturing, are carried out in our Gemar facilities in Casalvieri in Italy, in compliance with the most stringent European standards and regulations for toy safety. Gemar quality is recognised across the globe, certified and tested by accredited bodies worldwide such as SGS, Intertek,





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# Community

*Help communities grow*

Gemar's influence reaches far beyond our factory walls. In the rubber plantations we seek to help communities grow by always prioritising and hiring local residents. Here in Italy, we sponsor many cultural, sporting and entertainment events.

All of our products are made entirely in our factories here in the Italian hills, nothing is ever outsourced or manufactured overseas. Manufacturing every balloon ourselves means that you can be sure that you will always get our famous top quality products.

**Our balloons are 100 % made in Italy with passion and pride. In 2024 Gemar has invested 320.059€ for our local and global community.**



**Gemar**  
Lifting the Moment







## Education

*Safety first*

Not only do we provide financial support to local schools and events, we also take a hands-on approach. Our balloon experts love to share fun and practical classes, both at events and online. Through our unique **Balloonista** program we share educational video tutorials with people across the world, inspiring them to create and discover the joy and passion for balloons.





## Ethics

*Improving industry standards*

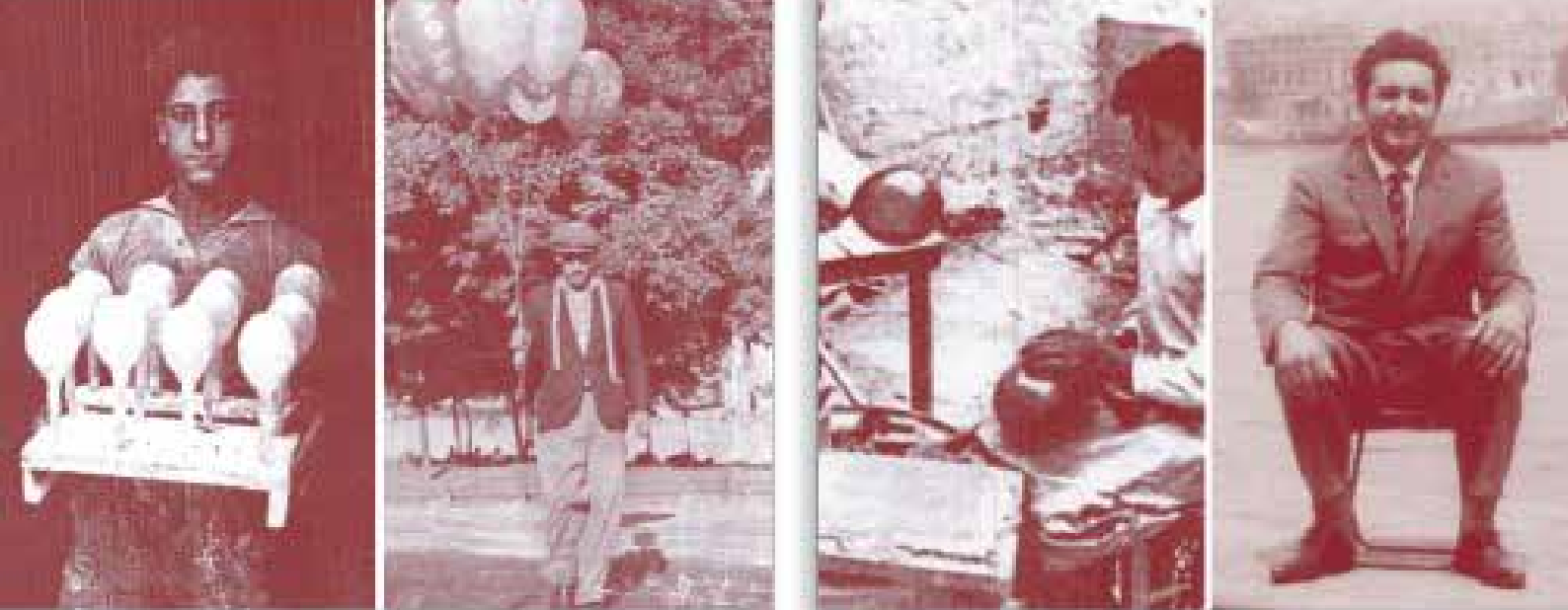
We are an active member of Assogiocattoli and the European Balloon & Party Council (EBPC), organisations dedicated to improving industry standards and promoting best practices and responsible use of balloons through Party Safe. Gemar is also a member of SEDEX, a not-for-profit organisation dedicated to improving the ethics of global supply chains as well as European standardization bodies CEN-CENELEC and UNI.

**We aim to empower the industry by leading our National and European associations. In 2024, Gloria Veta, Brand Ambassador and Sales Director at Gemar, has been appointed as the new Chairman of the EBPC Board of Directors. In 2025, Genesio Rocca has been elected as President of the Assogiocattoli for the 2025–2028 term**

**Gemar has also partnered with Treedom to bring positive change to the environment and to people's lives. We have planted 300 trees in 6 countries around the world benefitting not only the environment, but also people living in the region.**



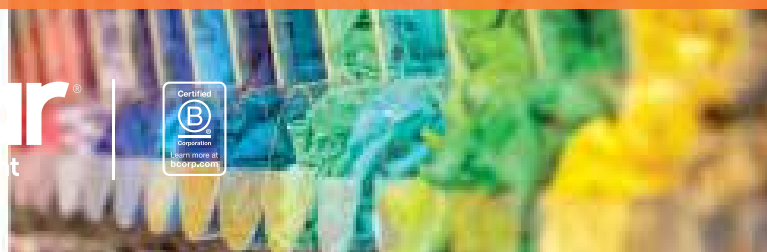




## Tradition and Innovation

*Unshakable passion and pride*

We look back on four generations of balloon manufacturers with an unshakable passion and pride, but we are not stuck in the past. With a long tradition of innovation, we aim to lead the way into the future in many ways, both big and small. We have a Research & Development team dedicated to promoting innovation across the manufacturing process through digitalization, energy reduction and technical enhancements.







## Global Action

*Sustainability reporting certified*

Gemar is the first company in the balloon and party industry to adopt sustainability reporting certified according to GRI guidelines and has been committed to the UN Global Compact corporate responsibility initiative since 2019.

**In 2024, Gemar has been a Benefit Corporation formally integrating sustainable goals in our company statute.**



# FUTURE GOALS

## THE GOALS WE SET OURSELVES

Improve our negative impact on the planet through carbon reduction methods and process innovation. We aim to install in 2025 a solar power system with a rated capacity of 896,805 kW.

We aim to guarantee that all natural resources will be sourced from a responsible supply chain through continuous suppliers and traceability checks.

We aim to launch Gemar Pro, a platform dedicated to train the next balloon professional with dedicated lessons and expert tips.

We aim to empower our local community investing in local suppliers and local workers

We aim to contribute to social initiatives locally and worldwide with specific partnerships like Treedom.

We aim to support the balloon industry leading the National and European trade associations for the balloons and party business.

We aim to establish a partnership with charitable organizations to drive positive change in our community.

